

**COGNITIVE UNIT
PSYCHOLOGY INSTITUTE
AAU KLAGENFURT**



OUR RESEARCH

COGNITIVE & AFFECTIVE PROCESSES

**Charitable Giving
& Scope Insensitivity**

**Economic Decision Making
& Risk Perception**

**Adaptive
Decision Making**

Information Processing

- Sequential evidence sampling models & simple heuristics
- Cognitive processes in implicit tests of social stereotypes
- Executive processes in lie detection
- Updating & Calibration processes
- Emotional intelligence

OUR UNIT



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MULTIATTRIBUTE TRADE-OFFS IN PROSOCIAL BEHAVIOR AND CONSUMPTION CHOICES:

THE COMPROMISE EFFECT &
PROSOCIAL BEHAVIOR

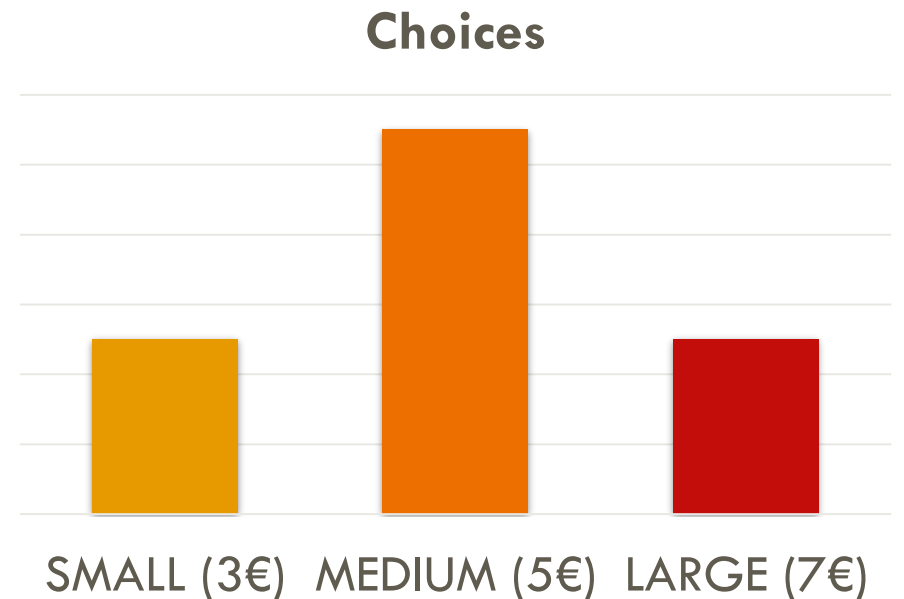
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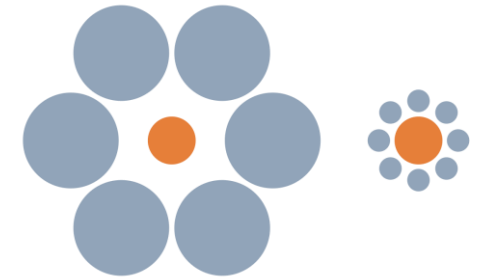
ANDREA PITTARELLO

COMPROMISE EFFECT

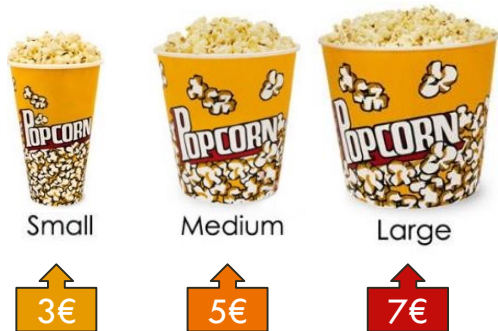


DETERMINANTS OF THE COMPROMISE EFFECT

1- *TRADE OFF CONTRAST* (Simonson & Tversky, 1992)



2- *EXTREMENESS AVERSION* (Simonson & Tversky, 1992)



3- *NEED FOR JUSTIFICATION* (Simonson, 1989)



THE COMPROMISE EFFECT & PROSOCIAL BEHAVIOR



\$60

Can provide 5 families with tarps
for shelter



\$100

Can help educate refugee
children



\$250

Can help a family start a small
business

Or donate another amount:



Other



Donate now

THE EXPERIMENTS: RESEARCH QUESTIONS

- DO PEOPLE SHOW THE COMPROMISE EFFECT IF IT IS FRAMED IN A **DONATION** SITUATION?
- IF NOT, **WHY** DO THEY BEHAVE DIFFERENTLY?
- WHAT **GUIDES** THEIR DECISIONS?

THE EXPERIMENTS

FIRST EXPERIMENT

- COMPROMISE EFFECT IN THE “**BUY FOR SELF**” CONDITION.

Sample:

162 participants (69% F)
Age (M=22.25, SD=3.39)
Queen Mary University students

SECOND EXPERIMENT

- COMPROMISE EFFECT CHOICE SET IN A “**BUY FOR SELF**” AND **DONATION** SITUATION.

Sample:

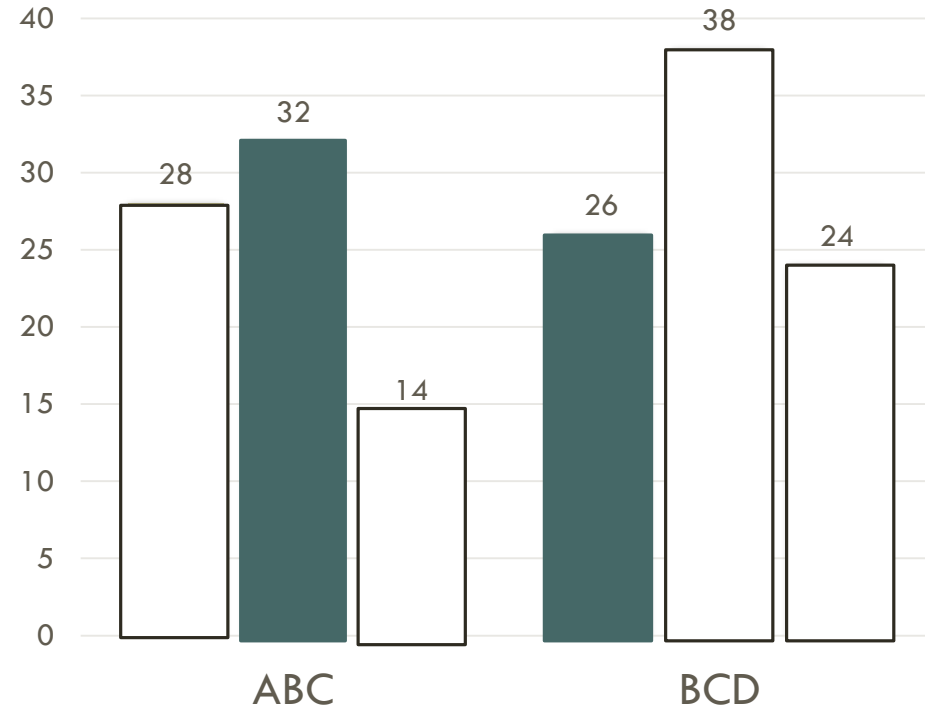
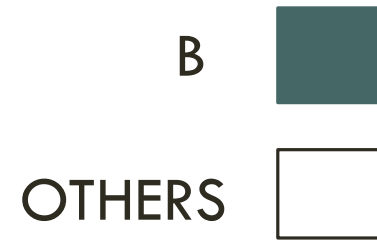
334 participants (42% F)
Age (M=39.49, SD=13.76)
Qualtrics panel

METHODOLOGY & RESULTS

A B C

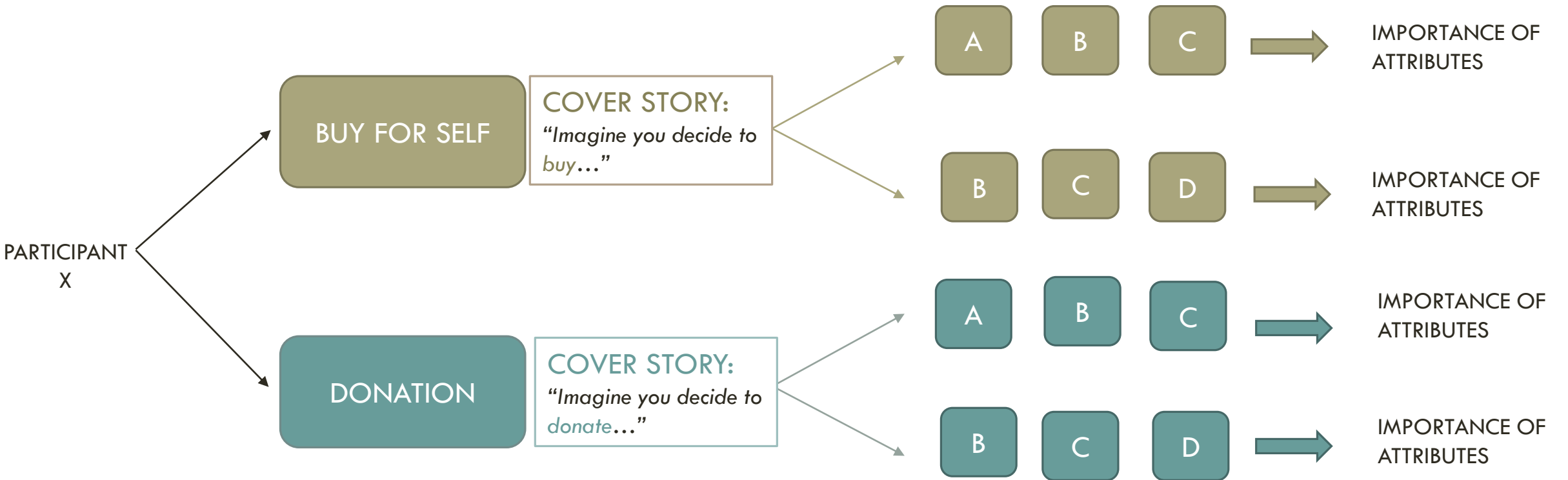
VS

B C D

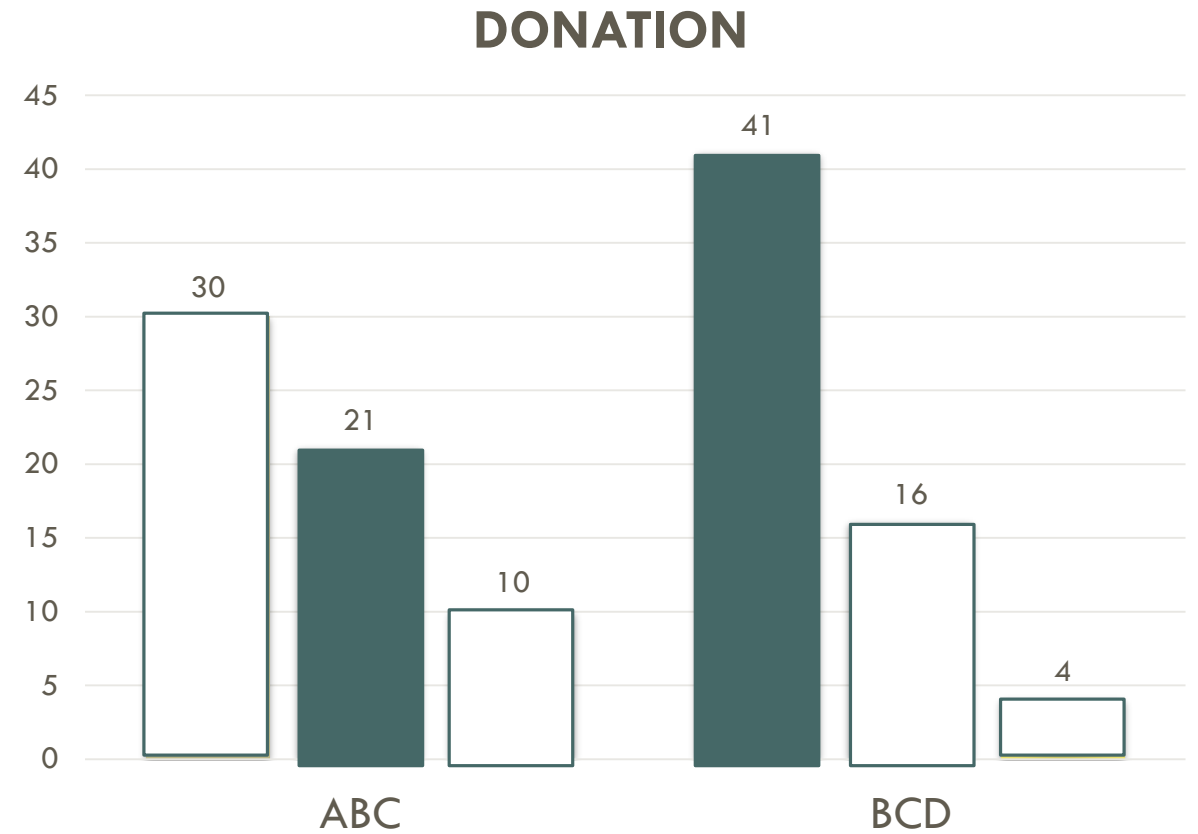
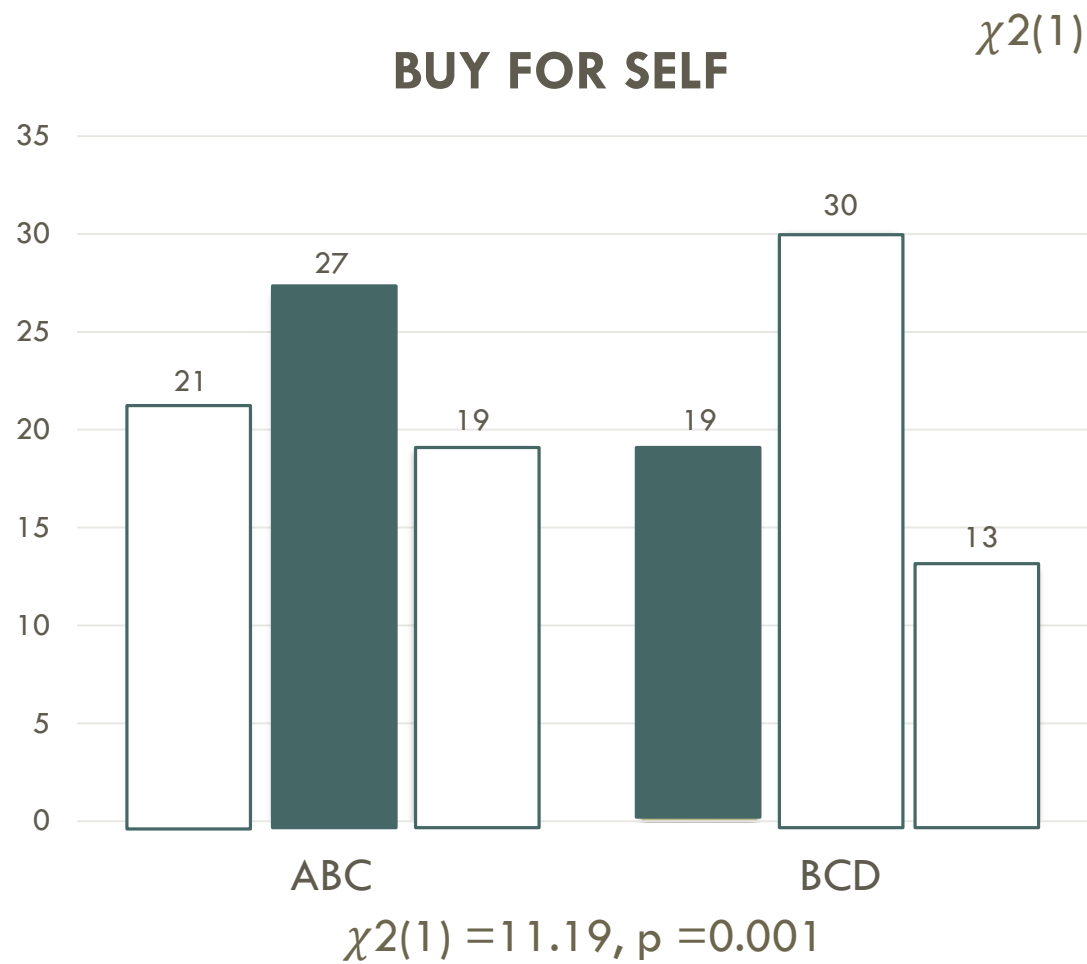
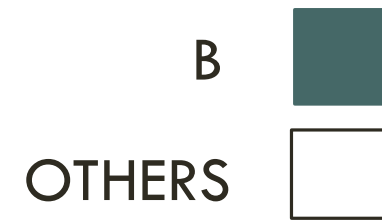


$\chi^2(1) = 5.041, p = 0.024$

SECOND EXPERIMENT METHODOLOGY



RESULTS



MEDIATION



(unstandardized coefficients)

INTERIM SUMMARY

- Distribution of choices in a **“buy for self” situation** or a **donation situation**.
- Difference in the **different trade off process**.

NEXT STEP

OPTION 1

QUALITY 1

PRICE 1

OPTION 2

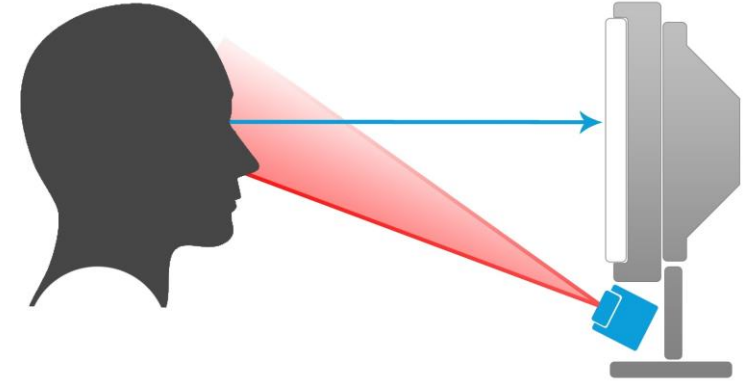
QUALITY 2

PRICE 2

OPTION 3

QUALITY 3

PRICE 3



AREAS OF INTEREST

FINAL THOUGHTS

- More insight on the **compromise effects**
- **Decision making bias** in prosocial donation
- Better understanding of decision making in **charitable donation**

THANK YOU FOR YOUR ATTENTION

MEDIATION

Indirect effect importance of the PRICE: $-.034$ ($-.097, .012$)
Indirect effect importance of the ATTRIBUTE: $.169$ ($.079, .282$)

